

SUCCESS STORY

Windings Inc
Enterprise Minnesota

"I feel like the networking and resources that we gained through the Global Market Strategy program helped us to move forward the equivalent of 3-4 years in about 6 months. It has really accelerated our movement forward towards accomplishing our strategic goal of developing a global presence in support of our growth goals."
Jerry Kauffman, President and CEO

Going Global Means Growth for Minnesota Company

ABOUT. Windings, Inc. manufactures custom electric motor and generator components for electromagnetic/motion conversion applications. Founded in 1965, the company has produced and supplied critical components to manufacturers in the medical, avionics, aerospace, defense, and automotive fields, as well as for NASA. Windings is 100-percent employee-owned, with 100 employees at its New Ulm, Minnesota plant. It has additional production facilities in a small town in Sonora, Mexico.

THE CHALLENGE. Windings had an aggressive growth strategy to quadruple its business over a 10-year period, from 2012-2022, and needed to expand its customer base by identifying new markets abroad. With little experience in doing business outside the United States, the company turned to Enterprise Minnesota, a NIST MEP affiliate, for guidance. Building off its long and successful relationship with Windings, Enterprise Minnesota recommended the company take part in its Global Market Strategy program.

MEP'S ROLE. The Global Market Strategy program guides manufacturers through the strategic decisions required to target foreign markets most effectively. A business growth consultant from Enterprise Minnesota worked with the team at Windings to develop and execute a strategic export marketing plan. The program helped Windings identify specific European markets that would offer the company its best opportunities to establish a global foothold. Enterprise Minnesota assisted in vetting potential trade partners and clients, and connected Windings to a variety of resources in academia, the U.S. Trade Commission and the U.S. Department of Commerce.



RESULTS



Expected **\$4M** sales increase in 10 years



Plans to create **10** new jobs



Investing **\$300,000** in plant, equipment and systems

NEXT STEPS



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